



VILLANOVA
UNIVERSITY

Villanova University
Professional Education
Certificate Programs
2007 - 2008 Catalog

Business Analysis
Certificate Program



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Villanova University, a coeducational Roman Catholic institution founded in 1842 by the priests and brothers of the Order of St. Augustine, welcomes students of all faiths. The university consists of five colleges: The College of Liberal Arts and Sciences, The School of Business, The College of Engineering, The College of Nursing and The School of Law. It is the oldest and largest Catholic university in the commonwealth of Pennsylvania. For more than a decade it has been ranked by *U.S. News & World Report* as the #1 University in the North (Master's Division). *BusinessWeek* has ranked the undergraduate business school #19 in the nation.

Villanova University offers a variety of online certificate programs in various disciplines: Project Management, Six Sigma, Contract Management, IS Security, Business Analysis, Software Testing, Human Resources, ROI Methodology, Leadership, and Finance and Accounting for the Non-Financial Manager.

Hurry! Monthly Classes Fill Quickly.

- 800-571-4938
- Intl. +1 813-612-4296
- VillanovaU.com

Gain Critical Skills to Align Business and IT!

Mounting pressure to improve business performance has made it crucial for companies to have an effective information system in place in order to ensure timely delivery of IT-related products. And professionals with the analysis skills to help streamline business processes and deliver IT projects on time and under-budget have become hot commodities in the marketplace.

PLAY A CRUCIAL ROLE WITHIN YOUR ORGANIZATION

The **Master Certificate in Business Analysis** program helps professionals like you develop the in-demand skills to identify, analyze and design processes to improve the overall flow of information within your company and to determine the business requirements that drive IT projects. This master certificate program includes three courses: *Essentials of Business Analysis*, *Mastering Business Analysis*, and a third elective that develops your IS security, software testing, or project management skills.

Business analysts study the business and information needs of an organization to develop appropriate solutions and strategies. As the key liaison between business and information technology departments, the business analyst is responsible for gathering and documenting business requirements and translating them into functional specifications that can be successfully executed by IT development teams.

DISTINGUISH YOURSELF WITH CBAP™ CERTIFICATION

The Master Certificate in Business Analysis program gives you the credentials to demonstrate your professional dedication and **advanced** analysis capabilities. This master certificate program prepares you to take the industry-recognized Certified Business Analysis Professional (CBAP™) exam from the International Institute of Business Analysis (IIBA™).

Earning the CBAP certification distinguishes you as a recognized expert in identifying the business needs of an organization in order to determine successful business solutions. Becoming a CBAP-certified professional validates that you have the ability to produce reliable, high-quality results and earns you recognition by peers and management. Certification can even help you advance your career by creating a separate and distinct career path within the IT industry and business community – so you can accelerate your career and increase your earning potential!

“I was able to participate in the live online class sessions from many places around the globe. For me, convenience was key and Villanova offered a learning experience and environment that fit right into my business and professional needs.”

*Jerry Reavey, PMP
The Boeing Company*



BECOME A BUSINESS ANALYSIS EXPERT — EARN A MASTER CERTIFICATE!

By completing three courses, participants can earn a Master Certificate in Business Analysis. Earning a master certificate demonstrates a solid understanding of core business analysis skills and illustrates career dedication.



Figure 1

GET CERTIFIED!

Your Master Certificate prepares you for the Certified Business Analysis Professional (CBAP) certification exam offered by the International Institute of Business Analysis (IIBA).

Essentials of Business Analysis



Mastering Business Analysis



Choose One Elective*



**MASTER CERTIFICATE IN
BUSINESS ANALYSIS**

**IIBA™ Endorsed Education
Provider**

Villanova's Master Certificate in Business Analysis program gives you the skills to become a highly productive manager and leader within your organization. To earn the master certificate, you must complete three courses: *Essentials of Business Analysis*, *Mastering Business Analysis* and one of the following electives: *Project Management for IS/IT Professionals*, *Maximizing IS/IT Team Effectiveness*, *Essentials of Software Testing* or *Essentials of Information Systems Security*. Upon completion of each eight-week course, you will receive a certificate that serves as a valuable credential and an important milestone. Each eight-week online certificate course prepares you for the management demands of today's business leader while providing valuable skills that can be applied immediately at work.

Program Benefits

- Develop key tactics to ensure timely delivery of cost-effective products
- Identify, analyze and design processes to enhance information flow within your organization
- Discover advanced concepts for gathering, documenting and reviewing requirements
- Achieve effective implementation of new initiatives with advanced data definition, quality management, testing and verification methods

Who Should Enroll?

Villanova University's online Business Analysis certificate programs are designed for IT professionals involved in analyzing and designing information systems and for those who help organizations identify processes to improve the overall flow of information within the company.

EXPERIENCE AN UNMATCHED ONLINE CLASSROOM

Our online classroom is second to none! It's dynamic, interactive and multimedia driven. Instant messaging and shared virtual white boards allow you to interact with classmates and faculty in real time. And two-way voice over IP is a great personal touch for students who prefer to communicate via voice to ask questions or discuss weekly assignments.

Communicating with professors during virtual office hours and viewing leading industry experts via streaming video make learning faster than in the traditional classroom setting. You'll do everything online in your own time, so you can work full time and continue your education.

UNPARALLELED FEATURES

- Virtual classroom provides two-way voice over IP with instant messaging and shared whiteboard features
- Professor-led classes through online streaming video
- Chat rooms and message boards for rich, real-time interaction with professors and students alike
- Ability to study anytime, anywhere
- No required login times – 24/7 access
- Multimedia access – not a book-in-a-box, go-it-alone program

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ANALYZE YOUR COMPANY'S INFORMATION FLOW – AND IMPROVE BUSINESS PROCESSES!

Essentials of Business Analysis

The *Essentials of Business Analysis* certificate course helps you identify, analyze and design processes to improve the overall flow of information within your organization. You'll gain the knowledge and skills to determine the business requirements that drive IT-related projects. In addition, this course will give you the knowledge to establish the corporate provisions to assist technical developers, and ensure an information system is in place that will help deliver products in a cost-effective, timely manner.

What You'll Study:

Requirements and Business Modeling

- Business Analyst Role
- Business Process Modeling
- Terms and Symbols
- Requirements in Different Lifecycles
- Data Flow Diagrams
- Changing Requirements
- Control Flow Diagrams
- Requirement Defects

Before Requirements and Modeling

- Sharing a Vision
- Need, Goals and Objectives
- Operational Concepts – What are They?
- Moving From “As Is” to “To Be”

Writing Good Requirements

- Collecting Data Requirements
- Introduction to CRUD Charts
- Affinity Analysis Using CRUD Charts
- Rules for Good Requirements
- Business Rules
- Prototypes and Mock-Ups
- Prioritizing Requirements
- Finding and Fixing Requirement Defects
- Introduction to Conceptual Data Models

Applying the Concepts

- Working on the Project Team
- Requirements for a New Product
- Business Process Model Walk-through
- Upgrades to an Existing Product

Mastering Business Analysis

The *Mastering Business Analysis* certificate course builds on the critical concepts and skills that were learned in *Essentials of Business Analysis*. This course focuses on strengthening your skills and providing you with the critical techniques to become an effective business analyst. This course explores advanced strategies for gathering, documenting and reviewing requirements for more effective business requirement analysis and implementation.

What You'll Study:

Defining, Making and Measuring Quality

- Verification and Validation Definitions
- How Quality Fits Into Requirements and Analysis
- Use Cases and Test Cases
- Verification and Validation Fundamentals
- Quality Risk Analysis

Planning for Testing, Verification and Validation

- Lifecycles and Estimation
- Develop Project Plans and Schedules for Requirements
- Integrating (or not) the User Interface Design into Requirements
- Dealing With Requirements Changes Throughout the Project
- Timeboxing as a Technique to Limit Scope and Increase Quality
- Testing Conformance to Requirements

Managing and Interacting with Verification, Valuation and Test Teams

- Test Planning
- Reporting Test Results

Lean and Six Sigma for Business Analysts

- Lean Tools and the War on Waste
- Key Lean Foundation Concepts
- The Principles of 5S
- Value Stream Mapping
- The DMAIC Model and Tollgate Reviews
- QFD, FMEA and SIPOC

Activities

- Verification and Validation Definitions
- Use Cases and Test Cases
- Project Plans and Schedules for Requirements & Estimation
- Scheduling Mistakes to Avoid



VILLANOVA ONLINE FACULTY AND PRACTICING PROFESSIONALS

Villanova University online faculty and staff bring a wealth of knowledge and real-world experience to instructional development and delivery. Their expertise and interactive teaching methods create a dynamic experience where participants use a proven combination of “virtual classroom” tools, online instructor-led discussions and streaming video.

Chuck Arnao, PMP, CQA, CCP

Chuck Arnao has been an international lecturer for over 20 years. He has developed and delivered workshops in project management techniques, applications development and information technology quality assurance for over 2,000 professionals representing over one hundred different client organizations. Chuck earned a BA in Economics from Bucknell University and an MBA in Finance from The University of Scranton.

Rex Black

Rex Black is the principal consultant of Rex Black Consulting Services, Inc. He specializes in planning, staffing, and managing testing, test tool and test process projects. In addition to his work, Rex plays a leading role in the professional testing community. He is the author of *Managing the Testing Process*, the only book (at the time of publication) to address QA and Test management. Rex holds a degree in Computer Science and Engineering from UCLA. He belongs to the Association for Computer Machinery and the American Society for Quality.

Ivy Hooks

Ivy Hooks is a nationally renowned expert in requirements development and management who educates and consults organizations on the importance of writing good requirements. She is a charter member of the International Council on Systems Engineering (INCOSE), a Fellow of the Society of Engineers, an Associate Fellow of the AIAA, and a member of IEEE. She is currently president and CEO of Compliance Automation, Inc., and holds a BS and MS in Mathematics from the University of Houston.

Joan Knutson

Joan Knutson is a project management author, presenter and consultant with an international reputation as a leader in the project management industry. She hosts a popular Project Management Webinar Series and serves as “PM Guru” for the IS Specific Interest Group, the largest SIG within the Project Management Institute (PMI). She is the author of several highly regarded books on project management, and the writer and editor of the “Executive’s Notebook” column of *PM Network*, a magazine published by PMI.

Michael F. Nicewarner

Michael Nicewarner is a senior data management professional with almost 20 years of experience in most areas within IT, working for financial and manufacturing companies and organizations. Michael is a member of and speaker for DAMA International, and was a founding officer for the Iowa chapter. He is a vocal advocate for many data management techniques and technologies, and is sought after for training and advice.

Johanna Rothman, MS

Johanna Rothman is a well-known consultant, speaker and author on managing high-technology product development. She is a frequent contributor for *Fast Company*’s online career center, *Software Development*, *Computerworld.com* and *StickyMinds.com*. She is the author of the highly acclaimed *Hiring the Best Knowledge Workers, Techies & Nerds*, and is the coauthor of *Corrective Action for the Software Industry*. She holds an MS in Systems (Software) Engineering from Boston University, a BS in Computer Science and a BA in English Literature from the University of Vermont.



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With more than 300,000 enrollments since its inception, the University Alliance Online is the nation's largest exclusive e-learning provider of degree and certificate programs from accredited universities. The University Alliance includes: Villanova University, University of Notre Dame's Mendoza College of Business, Tulane University's Freeman School of Business, Thunderbird School of Global Management, University of South Florida, Regis University, Florida Institute of Technology, The University of Scranton and Jacksonville University.

The University Alliance works with leading universities to transform their classroom curricula into dynamic online programs that offer you optimal learning experiences.

One simple call connects you to the broad range of benefits offered by the University Alliance. You will be assigned a program representative who serves as your contact for non-academic issues – answering questions about financial aid, helping you enroll in the next class and more. Technical support personnel and other professionals are also easily accessible every step of the way.

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CERTIFICATE PROGRAM TUITION

Master Certificate in Business Analysis

Take all three courses and receive your Master Certificate in Business Analysis. Earning a master certificate demonstrates a solid understanding of core business analysis skills and illustrates your dedication and professionalism.

Sign up for all three courses in this program and receive a special tuition rate of \$5,295. That's \$945 off the regular tuition price of \$6,240 for all three courses individually.

Business Analysis

Essentials of Business Analysis	\$1,980
Mastering Business Analysis	\$2,280
Choose elective*	\$1,980
TOTAL	\$6,240
Special Package: All three courses (a \$945 savings)	\$5,295

Continuing Education Units (CEUs): Earn 4.5 CEUs for *Essentials of Business Analysis* and 5.0 CEUs for *Mastering Business Analysis*.

Professional Development Units (PDUs): Earn 45 PDUs for *Essentials of Business Analysis* and 50 PDUs for *Mastering Business Analysis*.

ACE Credit Recommendations: The American Council on Education (ACE) has recommended three undergraduate credit hours for both of these courses.

WHAT TYPES OF DISCOUNTS AND ASSISTANCE ARE AVAILABLE?

Tuition Assistance

Your tuition cost may be covered by your company's tuition assistance program and may also be tax deductible. Consult your HR department and your tax advisor for more information.

Career Training LoanSM

SLM Financial, a Sallie Mae company, offers a comprehensive, flexible, low-cost loan product specifically designed to help working adults who enroll in an accredited distance learning undergraduate or graduate degree program or a certificate granting program. The SLM Financial Career Training Loan, with its quick application and approval process, will have you ready to enroll in the next available session. For more information on the SLM Financial Career Training Loan contact a Program Representative today or fill out an online application.

Military Discount

Special discounts are available for active U.S. Military servicemembers. For more information, please call 800-983-6489.



CORPORATE PROGRAMS

Unleash the Power of Your Organization

Establish a corporate training program today, and begin to see positive results in your organization immediately!

What You'll Get

A well-educated workforce equals corporate success. Along with saving your company valuable time and money, you'll provide your employees with the opportunity to learn the necessary skills to lead improvement initiatives that result in measurable sales growth, economic value, customer satisfaction and retention, and employee satisfaction and motivation. These skills will help increase your bottom line and create a streamlined work environment.

Start with a Pilot Program!

Register a group of your employees in one of our classes, and see how the newly acquired knowledge increases productivity and impacts your bottom line. The pilot program offers the following services to the organization:

- Special corporate pricing
- A unique online session with one of our experts to "kick-off" the course
- A survey of employees after class to ensure quality and satisfaction
- An end-of-course review with corporate managers
- All employees will be in the same online class

"We're witnessing a major power shift between information technology and the rest of business. . . the technology companies that succeed will be those that have developed skills at listening and a sophisticated understanding of their customers' industries."

*Sam Palmisano, CEO
IBM*

Guarantee your staff's success with Business Analysis training from Villanova University!
Getting started is easy. Contact us today for complete details.

A DIVERSE NETWORK

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*Electives include Project Management for IS/IT Professionals, Maximizing IS/IT Team Effectiveness, Essentials of Information Systems Security or Essentials of Software Testing.

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